



## A Letter from Carol Buchholz Holland

Greetings SFBTA Members,

I hope your spring is off to a wonderful start. The SFBTA Board has been busy since our last membership meeting, and I would like to share some updates about our activities and goals for 2024. The Board held elections in January for officer positions and I was elected 2024 SFBTA President. I am very honored to serve as your new SFBTA president.

In addition, I would like to welcome three new members to the SFBTA Board: Vicky Essebag, Nathan Guyton, and Marsha Wichmann. Each one of them bring valuable skills and experiences to the Board. They join returning SFBTA Board members: Dawn Crosswhite, Shaema Imam, Johnny Kim, Mo Ye Lee, Shirley Shani Ben-Zvi, and Marcella Stark. We continue to be committed to fostering the exchange of ideas and practices in the field of Solution-Focused Brief Therapy. We also recognize the importance of diversity and inclusivity.

We have identified the following goals for 2024:

### **1. Return to in-person annual conferences**

Planning for the 2024 SFBTA annual conference is well underway. This year's conference theme is "*Finding Ourselves in Community*" and the conference will be held at the Embassy Suites in downtown Fort Worth, Texas from **November 7-9, 2024**. Marcella Stark graciously volunteered to chair the conference.

Early bird registration will be available **April 1, 2024** on the SFBTA.org website. In addition, the deadline for the *Call for Proposals* is **May 1, 2024**. We hope that you will consider sharing your expertise with others and submitting a proposal for the conference. We are very happy to have the opportunity to gather in person again.

In addition to planning the 2024 SFBTA conference, planning has begun for the 2025 conference. Vicky Essebag and Haesun Moon have volunteered to co-chair this conference. More details about the conference location will be provided at a later date.

Finally, we are accepting proposals to host or chair the 2026 SFBTA conference. Please contact us at [board@sfbta.org](mailto:board@sfbta.org) if you would like to discuss the possibility of hosting or chairing the 2026 conference. We would really like to get a head start on this planning since in-person conferences take longer to plan than online conferences.

## **2. Offer online Town Hall meetings and trainings**

Since we hope to continue to build and support our SFBTA community, the SFBTA Board will be hosting an online Town Hall meeting and a training on **May 18, 2024** from 11:00 a.m.-1:00 p.m. (Eastern). The topic of the online training will be shared soon. We also plan to host a 2<sup>nd</sup> online Town Hall meeting in September 2024. The specific date and time TBD.

## **3. Continue to focus on technology and provide online access to SFBTA materials**

In 2023, the SFBTA Board decided to use WildApricot, which is a membership management software package. Not only does WildApricot help us manage memberships, it also hosts our updated SFBTA website and it helps with registration for SFBTA events such as our annual conference. We plan to continue to explore WildApricot's features and find new ways to best utilize it for our association.

We are also exploring methods for storing and sharing SFBTA videos and materials online. We hope to provide you with more information about accessing these materials in the near future.

## **4. Continue to review and update policies and procedures as needed**

We plan to continue to review and update policies and procedures as needed. We also hope to finish the SFBTA bylaws updates during our next members' meeting.

## **5. Create a SFBTA Transition Task Force**

We are in the process of creating a SFBTA Transition Task Force which will be designed to onboard new board members and provide a mentorship program for individuals in leadership positions.

The following Board members are serving as committee liaisons:

- 2024 Conference Planning – Marcella Stark (chair)
- 2025 Conference Planning – Vicky Essebag (co-chair with Haesun Moon)
- EDI – Shaema Imam
- Finance – Dawn Crosswhite
- IT – Shirley Shani Ben Zvi
- Membership/Awards– Shirley Shani Ben Zvi
- Research – Mo Yee Lee

If you are interested in serving on one (or more) of these committees, please send an email to [board@sfbta.org](mailto:board@sfbta.org) and let us know which committee(s) you would like to join.

We are very excited about the upcoming 2024 SFBTA activities and we hope you have the opportunity to participate in them.

Best wishes,  
Carol Buchholz Holland, SFBTA 2024 President  
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